

## Message Text

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PAGE 01 MILAN 00849 070836Z

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 /020 W

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R 070716Z MAY 75

FM AMCONSUL MILAN

TO SECSTATE WASHDC 4028

INFO AMEMBASSY ROME

UNCLAS MILAN 0849

E.O. 11652: N/A

TAGS: BBSR, BEXP, IT

SUBJECT: GLOBAL MARKET RESEARCH (GMR) - BUSINESS EQUIPMENT AND SYSTEMS, ITALY

REF A. STATE A-8667 11/19/74; B) MILAN 570 C) MILAN 303

FOR COMMERCE

1. THREE COPIES SUBJECT GMR BY CONTRACTOR THEODORE TRANCU AND ASSOCIATES FORWARDED TO USDOC VIA APO ON MAY 2. TEN COPIES TO BE POUCHED TO USDOC SOONEST.

2. POST FINDS TRANCU REPORT TO BE OF HIGH QUALITY. IT CONFORMS SATISFACTORILY TO SPECIFICATIONS, AND REFLECTS CONTRACTOR'S PAST EXPERIENCE AND EXPERT KNOWLEDGE IN SUBJECT FIELD. HIGHLIGHTS OF STUDY INCLUDE:

(A) PREDICTED 18 PERCENT GROWTH RATE IN TOTAL ITALIAN MARKET THROUGH 1979, DUE TO BUSINESS'S CONVERSION OF EQUIPMENT FROM ELECTRO-MECHANICAL TO ELECTRONIC MODELS AND EFFORTS TO CUT LABOR COSTS, WITH US IMPORTS TO BE UP 54 PERCENT FROM 1974 TO 1979;

(B) FORECASTS OF HIGH GROWTH IN ITAN PRODUCT SECTORS WITH HIGH US IMPORT PRESENCE, INCLUDING 220 PERCENT IN 1974-79 PERIOD FOR ELECTRONIC CALUCLATORS WITH 14 PERCENT US SHARE OF MARKET, 140 PERCENT IN SAME PERIOD FOR ADVANCED TYPEWRITERS, AND MICROFILM EQUIPMENT  
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MARKET IN ITALY UP 159 PERCENT DURING 1974-79 PERIOD.

STUDY PINPOINTS MANY PROMISING NEW PRODUCTS TO BE  
IN DEMAND BY 1979.

3. AS IN REFERENCE (B), CONTRACTOR RECOMMENDS MILAN TRADE CENTER  
EXHIBITION DUE TO SIZE OF MARKET AND FORECASTED GROWTH.

4. AS HAS BEEN NOTABLE IN PREVIOUS GMR'S ON ITALY, TRANCU FOUND  
DIFFIULTY OBTAINING OFFICIAL STATISTICS IN FORM REQUIRED BY SPECI-  
FICATIONS. POST BELIEVES STATISTICAL PROBLEMS ENCOUNTERED BY CON-  
TRACTOR ADEQUATELY EXPLAINED IN STUDY NARRATIVE. DATA COLLECTION  
PROBLEMS IN END-USER SECTION OF GMR, REPORTED BY TRANCU AT MID-TERM,  
ARE ALSO EXPLAINED IN STUDY.

5. IN PRELIMINARY COMMENTS TO GMR, CONTRACTOR NOTES THAT TERM  
"BUSINESS EQUIPMENT" AS USED IN STUDY TITLE AND NARRATIVE INDICATES  
ONLY THAT PART OF FULL BUSINESS SECTOR DESCRIBED BY SPECIFICATIONS,  
EXCEPT WHERE NOTED. POST BELIEVES, RE: REFERENCE (C), THAT CHANGE  
OF GMR TITLE TO " ADVANCED BUSINESS EQUIPMENT AND SYSTEMS" WOULD  
ELIMINATE CONFUSION NOTED BY TRANCU.

6. CONTRACTOR SUBMITTED ONLY ONE COPY OF CONFIDENTIAL ADDENDUM  
WITH REPORT, CLAIMING SPECIFICATIONS DO NOT REQUIRE FIFTEEN (15)  
COPIES OF ADDENDUM. POST HAS BEEN UNABLE TO FIND COMPELLING  
LANGUAGE IN SPECIFICATIONS FOR ADDITIONAL COPIES. GUIDANCE TO  
POST FROM USDOC ON THIS POINT IS REQUESTED. CONFIDENTIAL ADDENDUM  
ENCLOSED WITH THREE (3) COPIES OF GMR MAILED APO ON MAY 2.FINA

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## Message Attributes

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